

*For Immediate Release*

## **DT Research Deploys Digital Signage at Beijing International Airport**

### ***WebDT SA3000 Powers Displays with AirMedia's Dynamic Advertising Content***

**SAN JOSE, Calif., - July 28, 2009** - DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, today announced the installation of the WebDT SA3000 based on the Intel® Core™ 2 Duo processor, the latest in their line of signage appliances, at the Beijing International Airport. In a press conference today in Beijing, top executives from DT Research, Intel Corporation, and AirMedia will announce the deployment and showcase their digital signage technology.

As the busiest airport in Asia, based on scheduled seat capacity, the Beijing airport hosts a highly desirable target audience. AirMedia will deploy 600 of the SA3000 signage appliances to deliver dynamic, quickly updatable advertising content shown on 82" and 108" displays to the over-150,000 travelers who pass through the airport every day.

Dr. Daw Tsai, president of DT Research, noted, "As one of the busiest airports in the world, it is imperative to provide this technologically savvy audience with the best possible performance. Intel's Core platform enabled us to deliver a state-of-the-art signage appliance for the AirMedia network. Not only does the WebDT SA3000 offer enhanced processing performance, but it has low power consumption and runs cooler than comparable systems."

"Low power Intel Core 2 Duo processors are ideal for high-performance signage appliances," said Joe Jensen, Intel's General Manager of the Embedded Computing Division. "Integrating Intel® architecture into digital signage application designs, such as the WebDT SA3000, enables a top-quality, optimal visual experience for a sophisticated market."

With the WebDT Content Manager software system, available with the WebDT Signage Appliances, AirMedia is able to remotely manage the content displayed in the airport. Administrators at AirMedia offices off-site can schedule playlists, set up content layouts, update last minute changes, and provide proof-of-play for their customers.

AirMedia's newest digital signage network will be installed in Beijing Airport's recently built Terminal 3, with the first installment in the baggage claim area, and the second phase at the entrance gates for the domestic and international departure halls.

The WebDT SA3000 by DT Research features the Intel Core 2 Duo processor, Microsoft® Windows® XP Embedded operating system, and full high-definition resolution, up to 1920x1080. With options for wireless networking, the SA3000 supports major media file formats, real-time or scheduled content playback, flexible screen layouts with multiple zones and layers, and automatic content download recovery. When connected to a display, the WebDT Signage Appliance is ready to deliver timely, targeted communications to capture an audience's attention at key decision-making locations.

### **About DT Research**

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on thin computing platforms for secure, reliable, and cost-effective computing. WebDT products include digital signage solutions, wireless

tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Device Manager software. For more information, visit <http://signage.dtri.com> / [www.dtresearch.com](http://www.dtresearch.com).

**DT Research and WebDT are trademarks of DT Research, Inc. All other brands and product names may be trademarks and/or registered trademarks of their respective owners.**

**Intel and Intel Core are trademarks of Intel Corporation in the U.S. and other countries.**

**###**